

INCREASING PUBLIC AWARENESS OF NON-PROFIT ORGANIZATIONS' MISSIONS

ABSTRACT

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10 A web-based, interactive method and system for simultaneously: (a) advertising
and increasing awareness of charitable, nonprofit, philanthropic, political or other
fundraising organizations (ORG), (b) advertising corporate or other sponsors (Sponsors),
and (c) raising donations for the ORGs is provided. In one embodiment, the method
comprises providing the participant an opportunity to take a quiz on a website in
exchange for a Sponsor making a donation to an ORG, the quiz having one or more
questions, taking the quiz by answering the questions, the participant selecting an answer
from two or more provided answers, if the selected answer is correct, then awarding one
or more points. The method further comprises asking questions about the ORG's mission
15 and activity. The method further comprises asking questions about the Sponsor's business
or activities. The method further comprises receiving the contact information of the
participant. The method further comprises providing a score based on the number of
correct answers in the quiz. The method further comprises calculating the total number of
participants taking the quiz, the total points per participant or team. In another
20 embodiment, the invention provides players an opportunity to play a game or a trivia
online in exchange for a sponsor making a donation to the ORGs. By playing the game or
the trivia, the players can also enter a sweepstake and have an opportunity to win one or
more prizes. The players are awarded a score based on the performance in the game or
the trivia. The players can be awarded prizes based on the performance in the game or the
25 trivia.